

Abstract of the Disclosure

Embodiments of the present information relate to a method and apparatus for providing interactive text messages to a user's device during a voice call. In one embodiment, information is received from a client and at least a portion of the received information is converted into a text format. Non-converted information is transmitted to the user's device on a voice portion of a communications channel and the converted information is transmitted to the user's device on a data control portion of the communications channel. Accordingly, interactive text messages are presented to a user's device during a voice call.